

Message Text

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13-12

ACTION CU-04

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R 021436Z FEB 76

FM AMEMBASSY AMMAN

TO SECSTATE WASHDC 6840

USIA WASHDC

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY RABAT

AMEMBASSY TUNIS

UNCLAS AMMAN 0585

STATE FOR CU/NEA

USIA FOR INA

E.O. 11652: N/A

TAGS: OEXC, JO, US

SUBJECT: BICENTENNIAL PROJECT

1. BICENTENNIAL FOCUS HERE WILL BE ON 2000 OR MORE (INCLUDING 600 AID-SPONSORED) JORDANIAN GRADUATES AMERICAN SCHOOLS, COLLEGES AND UNIVERSITIES (INCLUDING AUB AND UAC) TO BE INVITED BY AMBASSADOR TO EITHER ONE OR SERIES PERHAPS FOUR RECEPTIONS WEEK JULY FOUR OR EARLY FALL. IT IS POSSIBLE FOLLOWING IDEA WOULD INTEREST OTHER POSTS WHICH WOULD CUT COSTS FOR EACH OF US SUBSTANTIALLY.

2. PURPOSE IS TO REJUVENATE ALUMNI-TYPE TIES WITH U.S. AND MISSION OF IMPORTANT AD SIZABLE ELITE, DEMONSTRATE LONG-STANDING U.S.-JORDANIAN TIES AS PART OF BICENTENNIAL CELEBRATIONS, EXPOSE GRADUATES TO APPROPRIATE SPEAKER, EXHIBIT, MULTI-MEDIA SHOW, PLUS SUITABLE PAMPHLETS DESIGNED TO TIGHTEN THEIR SENSE OF

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IDENTIFICATION WITH U.S. THEME WOULD CENTER ON UNIQUE EDUCATIONAL

BENEFITS OBTAINED FROM U.S. ASSOCIATIONS; CHANGES SINCE GRADS WERE STUDENTS, BOTH IN ACADEMIC AND U.S. GEOGRAPHIC AND SOCIAL ENVIRONMENT; PERHAPS, WHERE APPLICABLE, SINGLING OUT CONTRIBUTIONS ARAB GRADUATES PWHE MADE TO BRING ABOUT THOSE CHANGES.

3. WE ENVISION BRINGING OUT SUPERBLY-QUALIFIED SPEAKER OR SPEAKERS OF RECOGNIZED ACADEMIC STATURE WHO COULD ADDRESS SOME SEVERA HUNDRED JORDANIANS AT SEVERAL GATHERINGS ACCORDING TO DISCIPLINE/ PROFESSION ON SUBJECTS OUTLINED. SPEAKER WOULD BE BACKED UP BY AN EXHIBIT IN SAME HALL OF THEN AND NOW PHOTOS OF CAMPUSES, CITIES, STATES VISITED BY MAJORITY GRADUATES. WE WOULD CONCENTRATE ON FOLLOWING MAJOR ACADEMIC SUBJECTS:

A) BUSINESS, COMMERCE AND ECONOMICS, B) AGRICULTURE AND APPLIES SCIENCE, AND POSSIBLY C) SOCIAL SCIENCE.

4. PHOTOS COULD BE OBTAINED BY CONTACTING INSTITUTIONS, CHAMBERS OF COMMERCE AND BICENTENNIAL COMMITTEES IN CITIES WHERE MAJORITY GRADUATES OBTAINED THEIR EDUCATION.

5. THIS MIGHT BE OPPORTUNITY DISPLAY EXHIBIT SENATOR HOWARD BAKER'S PHTOGRAPHS WHICH AMBASSADOR DISCUSSED WITH USAI'S DAVID NALLE AND ALSO USAID CONTRIBUTION TO JORDAN (BEING ADDRESSED SEPARATELY BY AID).

6. MULTI-MEDIA PRESENTATION COULD BE CONTINUOUS SHOWING IN SAME HALL OF SLIDES, VTR OR MOTION PICTURES SAME THEMEM BCAKED BY APPROPRIATE MUSIC WITH BICENTENNIAL THEMEM. SUITABLE PAMPHLETS FROM VARIOUS INSTITUTIONS, COUPLED WITH MIMEOGRAHED LISTS OF STUDENTS, NAMES, ADDRESSES, FIELDS OF STUDY, INSITUATION ATTENDED, TO BE GIVEN EACH ATTENDEE, COULD FORM BASIS ALUMNI-TYPE ORGANIZATIONS WHICH POST WOULD ENCOURAGE BUT DEPEND LARGELY ON GRADUATES' INITIATIVE.

7. WE WOULD APPRECIATE EXPLORING WITH WASHINGTON VARIOUS RESOURCES TO HELP BACKSTOP OUR EFFORTS, INCLUDING FOLLOWING:

1) DOLS ON THOUSAND TO HELP DEFRAY REPRESENTATION COSTS.

B) SPICAL EXHIBIT WITH ACADEMIC THEME TIED TO BICENTENNIAL SHOWING UNCLASSIFIED

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CONTRIBUTIONS ARABS/OTHERS HAVE MADE VARIOUS FIELDS.

C) CONTACTING VARIOUS ARAB-AMERICAN ORGANIZATIONS AND INSTITUTIONS INCLUDING ASSOCIATION ARAB GRADUATES AND UNIVERSITY TEXAS AND OTHERS KNOWN TO HAVE LONG HISTORY WORKING WITH ARAB STUDENTS TO OBTAIN THEN AND NOW TYPE PHOTOGRAPHS PLUS WHATEVER OTHER PRO-MOTIONAL MATERIAL THEY WOULD LIKE MAKE AVAILABLE FOR THIS TYPE PROJECT.

D) LOCATE ARTICULATE ENGLISH SPEAKER OR SPEAKERS WITH IMPECCABLE ACADEMIC CREDENTIALS (SUCH AS WELL-KNOWN UNIVERSITY PRESIDENT) WHO WOULD BE WILLING SPEND WEEK IN JORDAN FOR THIS PROJECT, LONGER IF OTHER POSTS SHARE COSTS.

E) MULTI-MEDIA SHOW PORTRAYING THIS THEME OR DEPICTING U.S. NOW AND WHERE IT HAS COME SINCE GRADUATES WERE STUDENTS. WHILE TRUST SHOULD BE ESSENTIALLY ACADEMIC OR EDUCATIONAL, THIS COULD PROVIDE TAKEOFF FOR INNOVATION VARIOUS FIELDS FOR WHICH EDUCATION CAN BE CREDITED.

8. USIA'S PAMPHLETS DIVISION COULD CONCEIVABLY UPDATE EDUCATIONAL LEAFLETS, PAMPHLETS, ETC., TO HIGHLIGHT THIS THEME EXCLUSIVELY FOR THIS KIND PROJECT.

9. WE WOULD APPRECIATE SOONEST CU, USIA AND AREA POST THOUGHTS THIS PROJECT INCLUDING KIND OF RESOURCES WE COULD REASONABLY EXPECT TO DRAW UPON FROM WASHINGTON.
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